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## *The University of Dayton*

## *News Release*

April 18, 1991  
Contact: Teri Rizvi

### **"SALUTE TO THE PEOPLE OF NCR" WINS NATIONAL AWARD**

DAYTON, Ohio -- The Council for the Advancement and Support of Education (CASE) has selected the "Salute to the People of NCR" community celebration to receive its top national award--one of three gold medals in the country awarded in the institutional special events category in the national competition.

Held Feb. 24 in the UD Arena, "Salute to the People of NCR" attracted an audience of 8,000 who paid tribute to the impact of NCR and its employees on the Dayton community over the past century. More than 100 nonprofit organizations helped UD stage the event.

"In January, when AT&T began its takeover of NCR, many in this community feared a loss of jobs and charitable contributions to higher education, human services and the arts," says Patrick M. Joyce, UD's vice president for advancement.

"In the community, NCR supports dozens of organizations, from the Hipple Cancer Research Center to the proposed National Aviation Hall of Fame. We wanted somehow to recognize NCR's enormous impact on Dayton. The entire community came together to collectively express its thanks both to the company and to the thousands of NCR people who have made a difference in our lives. The event was a beautiful testimony to the relationship between a responsible corporate citizen and its grateful stakeholders."

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In less than a month, a steering committee representative of community organizations--supported by Joyce, UD's coordinator of special projects Abby Burns and hundreds of community volunteers--planned and hosted a free "celebration" at UD Arena that featured celebrities and musical entertainment. Paul Leonard, former Ohio lieutenant governor, served as master of ceremonies, and Dale Huffman, feature columnist for the Dayton Daily News, hosted the entertainment segment. The Dayton Daily News produced a 14-page tabloid insert, "Living with 'The Cash,'" and local television and radio stations heavily promoted the event. Organizational sponsors included the Dayton Area Chamber of Commerce, private and public schools, hospitals, universities and area municipalities.

"We just thought it was an outstanding event," says Janet Sharma, director of public relations at Dwight-Englewood School in Englewood, N.J., and one of the judges. "It's a wonderful combination of corporate support for education and higher education support for a corporate citizen."

In addition to the University of Dayton, two universities in Pennsylvania won gold medals. The University of Pennsylvania won for its 250th anniversary celebration, and Gettysburg College was honored for its academic seminar, "The Eisenhower Legacy." The judges received 75 entries.

Approximately 3,200 colleges, universities, independent elementary and secondary schools and educational associations in the United States, Canada, Mexico and 18 other countries belong to CASE.

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Editor's Note: **Patrick Joyce** resides in Centerville. **Abby Burns** is a resident of Dayton. Both can be reached at (513) 229-2911. **Janet Sharma** is available at (201) 568-6660.